

Aply.

PROJECT SOLUTIONS · AUSTRALIA-WIDE

— CAPABILITY STATEMENT

Complex project management, *from strategy to delivery.*

Senior project management for major infrastructure and environmental programs — concept development through to construction. Headquartered in Coffs Harbour, NSW; engaged Australia-wide.

\$2B+

PROJECT VALUE

20+

YEARS EXPERIENCE

15+

PROGRAMS DELIVERED

50+

INFRASTRUCTURE
PROJECTS

— 01 - WHO WE ARE

Program management *built for complexity.*

Aply Pty Ltd is a project management and program delivery consultancy headquartered in Coffs Harbour, NSW, providing services Australia-wide. We specialise in concept development and feasibility, environmental approvals, business case and government funding, procurement, construction start-up and active program delivery.

We begin every engagement by establishing the strategic direction — setting performance targets, procuring the correct skill sets through structured competitive processes, and ensuring the right capability is matched to each phase of delivery.

Once the team is in place, we focus on alignment: every member of the program understands what they are accountable for, what the milestones are and how their work connects to the broader delivery timeline.

Where Aply adds distinctive value is in program resilience. Complex projects encounter constraints — approvals delayed, scope revised, contractor performance challenged, stakeholder positions changed. Drawing on direct experience across major infrastructure development and delivery, our capability lies in identifying those constraints early, assessing the downstream impact and implementing a revised approach without losing program momentum.

— 02 - WHAT WE DO

Project solutions.

<p>01</p> <p>Project & Program Management</p> <p>End-to-end governance, reporting structures and accountability frameworks at all scales — including ministerial reporting and government oversight.</p>	<p>02</p> <p>Procurement & Construction Start-Up</p> <p>Tender strategy, contract award and mobilisation for civil works packages of all scales. Commercial risk-sharing structures and critical path management.</p>	<p>03</p> <p>Stakeholder & Government Relations</p> <p>Structured engagement across Commonwealth, State and local government. Direct experience with TfNSW, ARTC, RPV, NSW Treasury, EPA and Federal Ministers.</p>
<p>04</p> <p>Environmental Program Delivery</p> <p>EIS scoping, preparation and approval for Critical State Significant Infrastructure. Planning consent, heritage, ecological compliance and flood recovery management.</p>	<p>05</p> <p>Reporting, Data & Program Controls</p> <p>Live KPI dashboards, government progress reporting and policy-ready datasets built for ministerial scrutiny and executive decision-making.</p>	<p>06</p> <p>Natural Disaster Recovery</p> <p>Reconstruction Authority funding submissions, damage capture, strategic program development and Immediate Repair Works delivery across regional NSW.</p>

Selected project *experience.*



CASE 01

\$2.2B AUD

TRANSPORT FOR NSW
COFFS HARBOUR BYPASS

Coffs Harbour Bypass — EIS approval through to D&C award.

Senior PDM → Deputy Project Director → Acting Project Director

Led the EIS approval for Critical State Significant Infrastructure, Federal and State Government business case and funding approval, and value engineering achieving \$300M in savings and two years off schedule. As Deputy and Acting Project Director, led early works including 23km of utility relocation, noise treatment, property acquisition and site access — clearing the critical path — then led procurement of the \$1.35B D&C contract with three Tier 1 companies.



CASE 02

\$4.9B + \$134M

TFNSW
W2B + BOLIVIA HILL

Pacific Highway — Woolgoolga to Ballina & Bolivia Hill.

Project Manager Risk & Governance → Project Development Manager

Across two Pacific Highway programs, led risk analysis, governance frameworks and quality oversight of the precast supply chain on W2B, and project development on Bolivia Hill — resolving complex geotechnical and environmental challenges and securing Federal and State funding approval, transitioning the project to delivery on schedule.



CASE 03

\$15.9M + \$5M

ROADS & MARITIME SERVICES
BRIDGE PROGRAMS

Briner Bridge heritage rebuild & Lawrence Bridge removal.

Project Contract Manager

Led development of the Briner Bridge Heritage Rebuild — achieving planning and funding approval for the reconstruction of a 113-year-old heritage dare truss bridge. Also managed the Lawrence Bridge removal — a technically complex civil operation on a live waterway.



CASE 04

\$100M AUD

KEMPSEY SHIRE COUNCIL
RECONSTRUCTION AUTHORITY

Natural Disaster Recovery — flood-affected road and bridge network.

Program Manager

Coordinated initial damage capture across the flood-affected road and bridge network, developed the strategic recovery program, supported Council in onboarding resources and led preparation of Essential Public Asset Reconstruction applications to secure funding approval. Managed delivery of Immediate Repair Works across bridges, drainage, pavements and landslips.



— 04 — CREDENTIALS & QUALIFICATIONS

Rochelle Hicks — *Director.*

CPPD · AIPM

<p>PROFESSIONAL ACCREDITATION</p> <p>CPPD — AIPM</p> <p>Certified Practising Project Director, Australian Institute of Project Management.</p>	<p>PROFESSIONAL EXPERIENCE</p> <p>20+ Years · Infrastructure</p> <p>Project management experience across infrastructure development and delivery.</p>
<p>ACADEMIC QUALIFICATION</p> <p>Bachelor of Environmental Science</p> <p>University of Newcastle — Biology, Geography & Geology.</p>	<p>ACADEMIC QUALIFICATION</p> <p>Diploma of Project Management</p> <p>TAFE NSW, 2009.</p>
<p>SITE SAFETY & OPERATIONAL</p> <p>Operational Accreditations</p> <p>WHS · Work Zone Traffic Management · Work Safely at Heights · Rail Corridor Access.</p>	<p>AWARDS & RECOGNITION</p> <p>State & Premier's Awards</p> <p>NSW Premier's Award Finalist — Tenterfield Main Street · NSW State Award for Excellence in Aboriginal Programs.</p>

Professional Summary

Rochelle has held senior roles across Transport for NSW, Roads & Maritime Services and Aply Pty Ltd — spanning project development, program governance, procurement, environmental approvals and construction delivery. She has worked at ministerial level, managed Federal and State Government funding approvals, and led teams across programs from under \$10M to over \$2B.